

Fall/Winter 2019



## Project Overview

In summer 2019, the San Mateo County Transit District launched *Reimagine SamTrans*, a comprehensive operational analysis (COA) of the SamTrans bus system. *Reimagine SamTrans* will evaluate each SamTrans bus route, as well as the entire bus system, in light of changing travel patterns and mobility needs in San Mateo County. We will look at every element of the SamTrans system, from customer experience, to route design, to how often the buses run, to efficient and effective operations practices, and more.

The goals of *Reimagine SamTrans* are to:

- **Improve the experience** for existing SamTrans customers
- **Grow new and more frequent ridership** on SamTrans
- **Build SamTrans' efficiency and effectiveness** as a mobility provider

## Key Stats

Operates **70 fixed routes** and one on-demand route in San Mateo County, San Francisco and northern Santa Clara County

Serves more than **35,000 passenger boardings** each weekday

Provides nearly **seven million miles** of passenger bus service per year

## Reimagine SamTrans will:

- Understand existing operational and ridership conditions for each route and system-wide.
- Hear from existing riders and potential riders in San Mateo County.
- Set a vision and guidelines for how SamTrans allocates resources, designs bus routes and measures success.
- Combine data, best practices, and input from the community.

- Evaluate the potential for new service models and pilot programs.
- Build on what is working well today and identify ways to improve.
- Recommend route, system or vehicle size changes to improve ridership and efficiency.
- Improve reliability and connections to other regional mobility providers.

## Why Reimagine SamTrans?

Like many other public transit agencies, SamTrans ridership is declining. Transit agencies across the country are embarking on comprehensive studies to better address declining ridership, improve the customer experience, and adjust to changing market trends.

In San Mateo County, demographic, growth and technology patterns have changed significantly. With emerging mobility companies proliferating, San Mateo County residents have more options than ever when making a trip.



Declining Ridership



Changing Market

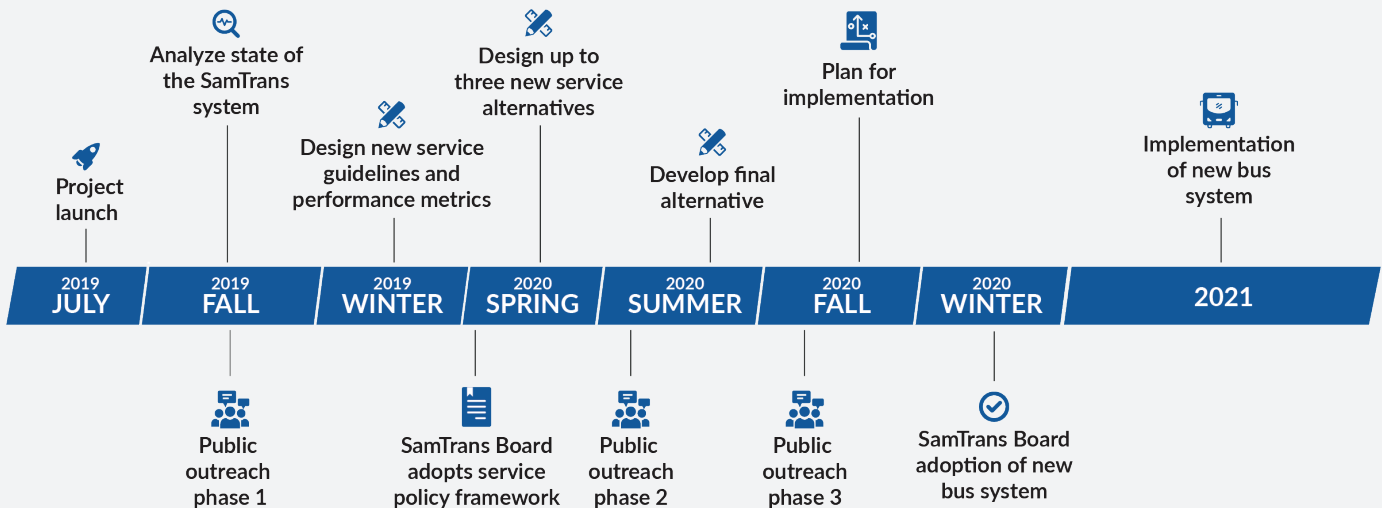


Opportunity to Adapt

Reimagine SamTrans will consider these changes and make recommendations that allow SamTrans to continue to be a first choice for customers and community members alike.

With the passage of Measure W in 2018, SamTrans has a unique opportunity to adapt its bus system to meet the changing needs of San Mateo County.

## Project Timeline



## Get Involved

This project presents a real opportunity to help shape the future bus and mobility system in San Mateo County. Reimagine SamTrans is much like its name suggests – it’s a true reimagining of a bus system that serves an important role in this community, but needs a refresh. Redesigning the bus system allows SamTrans to make choices that will lead the agency into the future. Join us to inform how we make those choices.



Reimagine SamTrans will include **three rounds of public outreach**. Event dates will be posted on the Reimagine SamTrans website as they become available. Visit [www.reimaginesamtrans.com](http://www.reimaginesamtrans.com) to learn more.



Surveys will be conducted at every phase of the project and a comment card is always available on the project website. Visit [www.reimaginesamtrans.com/survey](http://www.reimaginesamtrans.com/survey) for the latest opportunities to provide written feedback.